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# USDA Inside USDA Information

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## RUNNING SHORT

We're running a 2-page issue this week so we can also send a copy of "How to Get Information from the USDA." Even so, "Inside..." contains comments about periodicals...an announcement or two about available materials, awards, some training, and a late recruitment item.

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## WATCH THOSE FREEBIES

Reserve

Old hands know that one of the major targets for economizing in our circles is the periodical. Government publications have been attacked by press, organizations and private citizens. Despite such criticism, the Office of Management and Budget (OMB) says it is not out to get periodicals, but it is carefully examining each federal periodical in terms of need and economy. USDA has fared better than other departments, Nelson Fitton of GPA says, for some well-known periodicals have been killed by OMB in other departments.

Perhaps USDA's self-review of periodicals suggested to OMB that we, too, mean business. As a part of our self-review, we have been asking OMB for a 1-year extension when a periodical's approval has expired.

Even so, a number of recent reviews by OMB of USDA periodicals indicate that OMB is asking more questions than ever about our jobs. OMB is particularly interested in the number of people on free distribution lists versus number on paid subscription lists at the Superintendent of Documents.

Nelson suggests that that means we must strengthen our justification for free lists and the need to reach the kind of people we do through those lists...and that each agency producing a periodical must make sure in the future that every category and every person on a free distribution list can be supported and justified.

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## DEBATERS, CHOOSE YOUR WEAPONS

Abe Lincoln and Stephen Douglas had to do it on their own. But now, budding orators have help. At least, help is available.

GPA and the Foreign Agricultural Service have recently built a packet of materials for high school debaters who will be arguing in 1978-79 about whether or not the U.S. should significantly change its foreign trade policies. That's the national high school debate topic during the coming school year, and requests for information are already filing into the Department.

The packet contains 22 different items. Larry Marton, GPA, pulled everything together.

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HOLD ON THAR!

Layne Beaty, GPA, says he heard a speaker at the recent meeting of the National Association of Farm Broadcasters refer to the "26,911 word USDA regulations on cabbage"...comparing it to shorter items such as the Gettysburg Address and the Lord's Prayer. Back home, Layne checked things out.

He learned that things are a bit exaggerated...once, in 1949, a proposed marketing order on fresh peas, cauliflower and cabbage grown in Colorado did total 25,000 to 30,000 words but did not get approval. Most records on marketing orders and purchase programs range from 180 to 2700 words. So there.

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BEAR WITH US...

Word is that the Advertising Club of Los Angeles has presented the 1979 Don Belding Award for first place--radio public service--to the Forest Service for a radio spot, "Stop the Music." Congrats are in order, naturally.

In an unrelated matter, a publication of the Wisconsin Dept. of Natural Resources notes that a bear climbed an electric transmission pole and touched the wire. The jolt sent the bear down in a ball of flames, setting the woods on fire. Of course, that bear wasn't Smokey.

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GPO TIDBITS

The Government Printing Office (GPO) tells us its Atlanta Regional Printing Procurement Office has moved. It's now in the Richard F. Russell Federal Office Building...address is 75 Spring St., SW, Room 788.

Also, GPO has scheduled an Editorial Planning for Printing Production course for Sept. 17-21. It's to help gov't writers and editors prepare spec's for use in getting printing from GPO. For more dope, call Mrs. Moore at (202) 275-2132.

And...if you want to learn about "Dirt in Paper," write GPO's Quality Control and Technical Dept. or call at (202) 275-2873 for GPO Technical Report #22 by that name. (No cracks, please.)

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JOB HUNTING? HURRY!

We got the announcement late, but if the job below interests you, call immediately Mrs. Elizabeth LaNier, Personnel Staffing Specialist in the Office of Personnel of the Veterans Administration, (202) 389-3257.

She's receiving applications for the job of Deputy Assistant Administrator for Information Services there. It's a Senior Exec. Sv. job requiring skills and qualifications of a public inf officer--and will make use of the whole range of information and public relations techniques. It's also a career position.

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ABOUT THAT EXTRA

The listing, "How to Get Information from the USDA," has been slow in coming and may even be slightly out-of-date by the time you receive it. (We're sending copies to you by a separate mailing.) But perhaps it will still be helpful to those of you in the field who need to contact various inf specialists and officers here from time to time. We hope you'll note that we left off acronyms.